

PROPOSED OUTLINE - PM USA PRESENTATION - 9/17/81

1. INTRODUCTION
(10 min. - J.Morgan)
 - Structure of Marketing Organization
 - Outline of Presentation

2. INDUSTRY SALES REVIEW
(50 min. - J.Zoler)
 - Industry Sales - 10 yrs.
 - Company Sales - 5 yrs.
 - Category Trends- 5 yrs.
 - Demographics
 - Geography
 - Switching/Trial
 - New Brand Introductions

3. DEFINITION OF WHOLESALE/RETAIL UNIVERSE
(15 min. - R. Cremin)

4. PM USA SALES FORCE
(30 min. - H.Coleman)
 - Structure
 - Mission
 - Productivity
 - Competitive Comparison

5. MERCHANDISING PLANS/COSTS
(30 min. - J.Gillis)
 - Carton Rack
 - Counter Top
 - Vending

6. MEDIA EXPENDITURES
(15 min. - J.Thompson)

7. BRAND HIGHLIGHTS
(30 min. - R. Fitzmaurice)
 - Sales/Shares
 - Demographics
 - Geography

2040935686